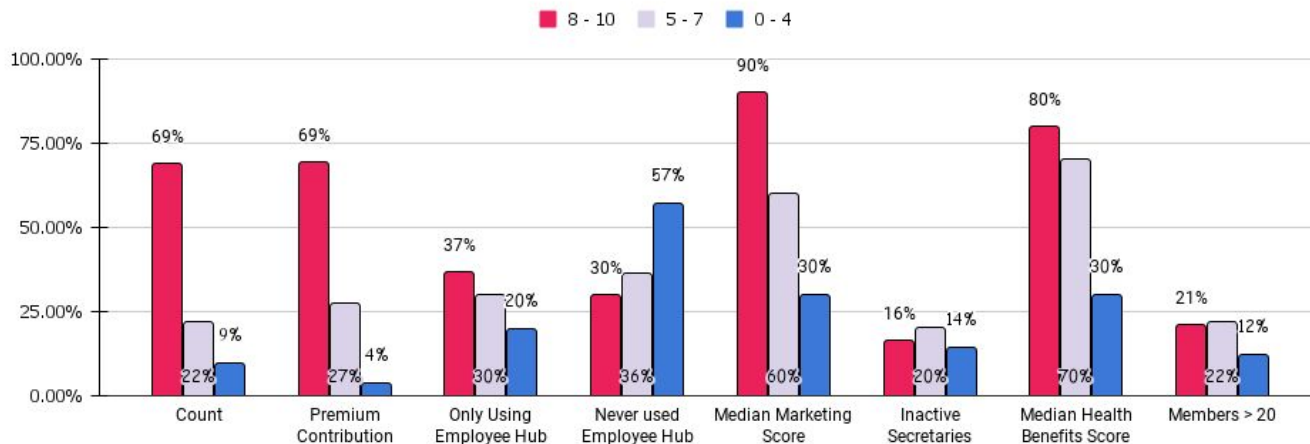


Insights into Group Secretaries' Net Ease Scores



8% → 80%

of Group Secretaries

of Premium Collection

1 in 3

Group Secretaries DOES NOT use Employee Hub

Recommendations:

- Encourage adoption of Employee Hub. Its usage strongly results in positive scores. Provide option to download data as excel/spreadsheet
- Simplify (or clarify) the claims and billing resolution process. Display regular updates on progress of ongoing processes in Employee Hub
- Modify user interface of Employee Hub so that lesser clicks are required to change company details, adding/removing members, and taking health plans
- Offers and benefits would be more attractive if they are geographically relevant to the customers' location
- Further analysis of user behavioral metrics such as: Feature Usage, Session Duration, Navigation Paths etc. will lead to a more intuitive platform design

Activities leading to Negative Sentiment

